



United States
Department of
Agriculture

2016 IDENTITY & DESIGN **GUIDELINES**



| SEPTEMBER 2016

Natural
Resources
Conservation
Service

nrcs.usda.gov/

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THE NRCS BRAND OVERVIEW

The following guidelines provide an overview of the new look and feel for USDA's Natural Resources Conservation Services (NRCS). The updated visual identity is rooted within the USDA Visual Standards. While it is very important to maintain the legacy and heritage that serves as its foundation, the NRCS updated visual identity clearly identifies this agency as a unique organization within the USDA agency structure. This guide is meant to help keep creative efforts focused and consistent while allowing for flexibility, creativity and growth.

To access these guidelines and the templates referenced, please contact:

Marketing
xxx-xxx-xxxx
email

BRAND ELEMENTS OVERVIEW

The NRCS identity is a combination of multiple integrated components. Unless specifically addressed in the guidelines, all components must be present when using the NRCS identity.

The NRCS identity is rooted in the USDA Visual Standards Guide.

Each design template is created in a grid format to allow for use of different images in the designated spaces. This will ensure uniformity of design while allowing for flexibility.

Use and placement of the Equal Employment Opportunity (EEO) Statement

The official language should read:
“USDA is an equal opportunity provider, employer, and lender.”

The EEO statement should appear on all external communications documents in a font size no smaller than 8pt. and in a unobtrusive place.

On longer pieces, such as reports and booklets, the statement can appear on the last page, in a corner along the bottom.

On single-page designs and exhibits, the EEO statement should be placed in a corner along the bottom.

Example: PowerPoint template with primary palette

Signature Iso-Bar

NRCS Raindrop

Geometric Pattern



EEO Statement

Official Name & URL

Raindrop Design Element

BRAND ELEMENTS USE

Signature Lock-up and Iso-Bar

Signature Lock-up

Only use Signature Lockups supplied by USDA's Office of Communications. Any substitution of fonts on Signature Lockups is unacceptable. Do not attempt to create Signature Lockups in any manner.

Signature Iso-Bar

A Signature Iso-Bar shall be used on all visual communications media and products to provide a clean, consistent background area and position for the Signature Lockup. All acceptable versions of the Signature Lockup can be used within the Iso-Bar. No images, gradations or other graphics can appear within the Iso-Bar. All other types of visual elements, images and content can fall below the Iso-Bar as defined on the templates.

For further explanation about the use of the USDA logo and Signature Iso-Bar, please refer to the **USDA Visual Standards Guide**.

Iso-Bar Proportions and Signature placement

Iso-Bar

8% or more of media height. Minimum .75"

Signature Lock-up



BRAND ELEMENTS USE

NRCS Identifier

The NRCS Identifier is a common block of text as shown to the right, which should appear on every NRCS communication material. It includes the complete name spelled out and stacked vertically, the URL in a color block below the name, and, when required, the U.S. State office name above the Official Name.

State Office Identifier

The State office name can be added in the editable portion above the official name when necessary and can also be removed if not required.

Official Name

The complete name of NRCS is spelled out and stacked as shown to the right. The color of the text should always be the NRCS green when set on a lighter or white background. If the name appears on a dark background, the name can be reversed to white. Only the color of the name can be edited on the template.

URL

The common URL is set in a solid block of NRCS green below the official name. The URL should not be edited or removed.

[State Name Here]

Natural
Resources
Conservation
Service

nrcs.usda.gov/

BRAND ELEMENTS USE

NRCS Raindrop

The NRCS Raindrop is a proprietary decorative element and not to be used as a 'logo.' In the branded templates, the raindrop appears in a variety of ways.

The complete drop can only be used as shown on the templates. It should never appear along side the official name.

The templates have been created with multiple color palette options, therefore the color of the raindrop should not be altered within the template once the palette has been selected.

For further information on how to use the NRCS Raindrop, please refer to "NRCS Acceptable Raindrop Usage" document.



NRCS Raindrop decorative element

Geometric background

The geometric pattern serves as a background within the NRCS templates. It is a pattern that can be placed over any of the colors to provide texture and visual interest to the overall design. The pattern is unique to NRCS and is encouraged to use to add depth to the material design.



MISUSE OF DESIGN ELEMENTS

Adoption and use of the brand identity is mandatory for all NRCS offices. Follow the guidelines in this document to ensure the brand elements are always displayed correctly.

The following are examples of unacceptable ways of using the NRCS branded templates.



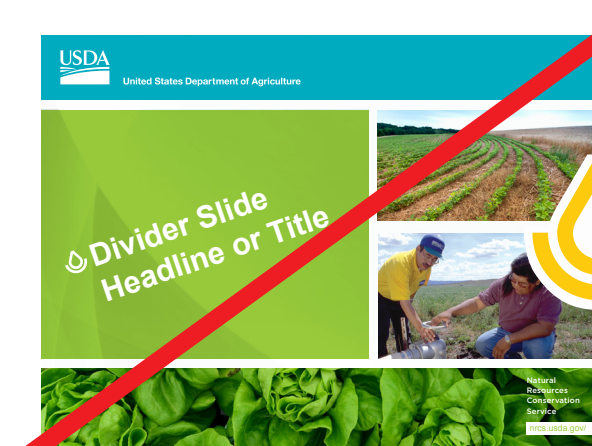
Do NOT use unapproved colors



Do NOT distort or alter the shape



Do NOT add special effects



Do NOT tilt or rotate brand elements



Do NOT modify or create alternate versions of the brand elements



Do NOT layer text over any brand elements



Do NOT alter or add lettering in the name or brand elements, use the designated areas only

COLOR PALETTE

The color palette ensures visual consistency and gives the NRCS brand a unique presence and identity. Consistent use of color will help reinforce the NRCS brand. Use the color values indicated to ensure accurate representation.

Four color combinations have been provided that ensure the best legibility and contrast. Offices may choose any of these combinations to create materials. This offers flexibility and variety in creating documents. Each color combination contains at least two colors from the primary palette.

Example of Use of Primary Color Palette



COMBINATION #1

APPROVED COLOR COMBINATIONS

The approved color combinations are shown to the right. The colors should be used only in the combinations shown in order to maintain brand consistency and the correct level of contrast.

For example, the NRCS yellow should not be used in the Iso-Bar in order to maintain the appropriate level of contrast.

The alternate uses of color allows for greater flexibility and design options to better display subject matter or to give regional diversity.

PowerPoint examples using the alternate color combinations



United States Department of Agriculture



 Divider Slide
Headline or Title





Natural Resources Conservation Service
nrcs.usda.gov/



COMBINATION #2



United States Department of Agriculture



 Divider Slide
Headline or Title





Natural Resources Conservation Service
nrcs.usda.gov/



COMBINATION #3



United States Department of Agriculture



 Divider Slide
Headline or Title





Natural Resources Conservation Service
nrcs.usda.gov/



COMBINATION #4

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COLOR PALETTE

Primary Colors

The primary colors ensure visual consistency and give the NRCS brand a unique presence and identity. Consistent use of color will help reinforce the NRCS brand.

The primary colors are used to create the four color combinations. In some instances, a secondary color has also been used to offer variety.

Secondary Colors

Secondary colors can be used in combination with the primary colors to enrich and add depth to materials. For example, use in charts, call outs, graphs or other graphic elements where emphasis is necessary.

Color Tints

The NRCS brand is optimistic, bold and vibrant. Tints of colors should only be used sparingly. An acceptable use of color tint would be for charts and graphs.

To ensure accurate color representation, follow these guidelines for color usage:

For print applications, use the CMYK color values indicated. Use Pantone® color (spot) when the use of color is limited or specified.

For presentation (PowerPoint) or word processing (Word) applications, use the RGB color values indicated.

For website applications, use the Hex color values.

NRCS Primary Color Palette

NRCS Green					NRCS Blue					NRCS Gold				
PMS	368				PMS	7466				PMS	1225			
CMYK	45	0	100	0	CMYK	100	0	28	0	CMYK	0	20	99	0
RGB	154	202	60		RGB	0	171	192		RGB	255	203	11	
Hex #	9ACA3C				Hex #	00ABCO				Hex #	FFCB0B			

NRCS Secondary Color Palette

USDA Blue					NRCS Brown					NRCS Gray				
PMS	288				PMS	7568				PMS	425			
CMYK	100	65	0	30	CMYK	15	51	60	47	CMYK	0	0	0	80
RGB	0	44	118		RGB	130	85	63		RGB	88	89	91	
Hex #	000066				Hex #	82553F				Hex #	58595B			

TYPOGRAPHY

Our font family is Gotham.

This font family has been selected for its warm and friendly look and clear legibility. Gotham includes a full range of weights and widths. The numerous cuts and weights can be used to bring depth and personality to all NRCS communications.

Primary use would be Gotham Book for body text and Gotham Bold for headlines.

The designated typefaces are used to create a consistent brand image across all communications.

Gotham is a licensed font and can be purchased for commercial use at typography.com

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Primary Weights

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Secondary Fonts

When the preferred fonts are unavailable, or for online and digital applications, the default system fonts are Times New Roman or Arial. This includes PowerPoint presentations and Word applications. (Reports, letters, etc.)

Print Use

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate Use

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USING BRAND TEMPLATES

There are various pieces of branded collateral to maintain a consistent visual look and feel and to better establish and maintain the brand identity across communications channels.

Each template is editable and can be customized for each topic or subject matter. There are also options for varying headline lengths, adding images, etc. The templates use a design grid that is flexible and easy to modify.

On page 10, there are alternate combinations of the color palette that provide a wide range of options for material design.

On the templates, magenta colored areas are intended to be replaced with images.

Branded materials using the preferred palette



USING BRAND TEMPLATES: POWERPOINT

Each PowerPoint template is easily editable on the master slides (View > Master > Slide Master).

Two cover options have been provided to accommodate various headline lengths. They can also be used as divider slides.

The templates contain editable text boxes and predefined image areas to add photos or other imagery that is appropriate for each content topic.

Imagery can be updated on the master slides. Directions on how to change an image are included in the templates.

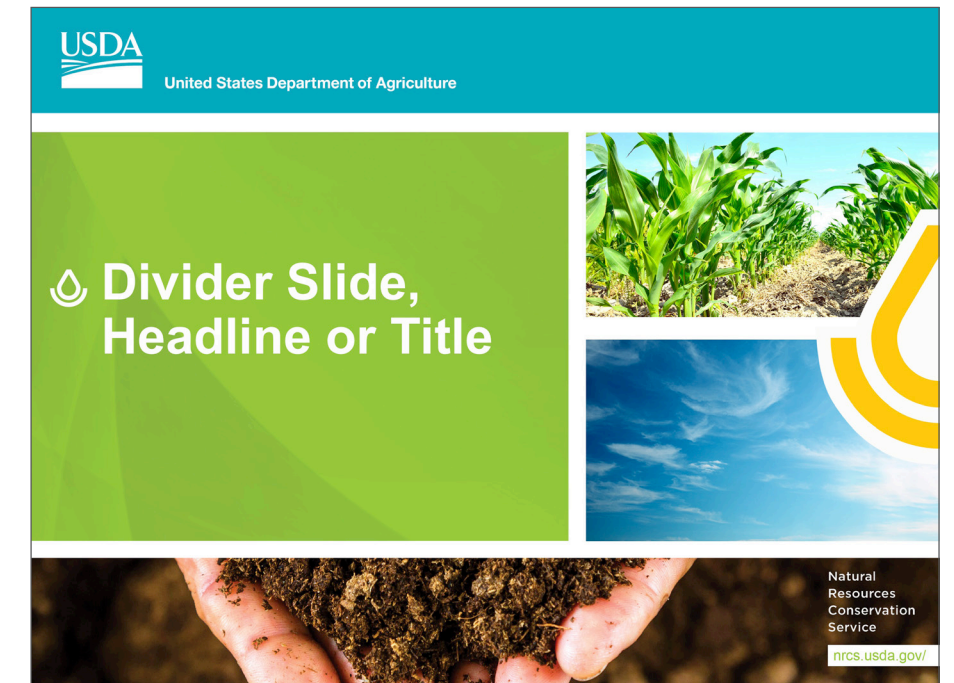
Primary design elements are locked within the template and should not be moved or resized in order to maintain brand consistency.

There are four color combinations as defined on page 10. The templates

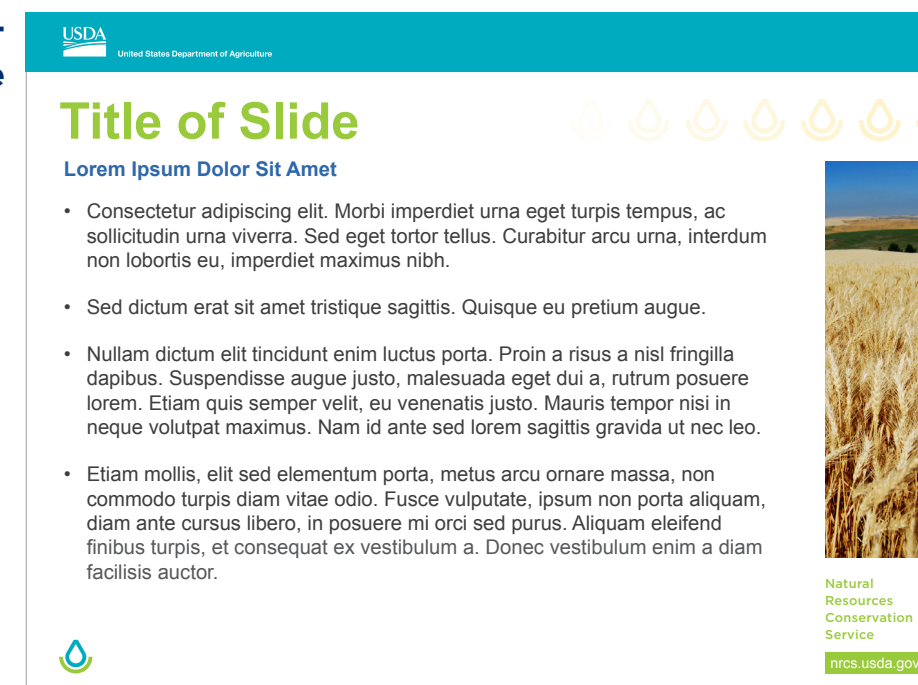
Cover Option 1 -Preferred Palette



Cover Option 2 -Preferred Palette



Interior slide - Preferred Palette



USING BRAND TEMPLATES:
FACT SHEETS

Each fact sheet template is easily editable and available in a variety of options:

- Single-page standard title length
- Two-page standard title length
- Single-page long title length
- Two-page long title length

Each template is set up as a grid with clearly defined columns. They can be customized further with your choice of images in the predefined areas or you can add additional images within the column areas. If you wish to use a larger image, use a two column width.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Microsoft Word files.

Magenta boxes indicate image areas.

Word count guidance
(approximate)

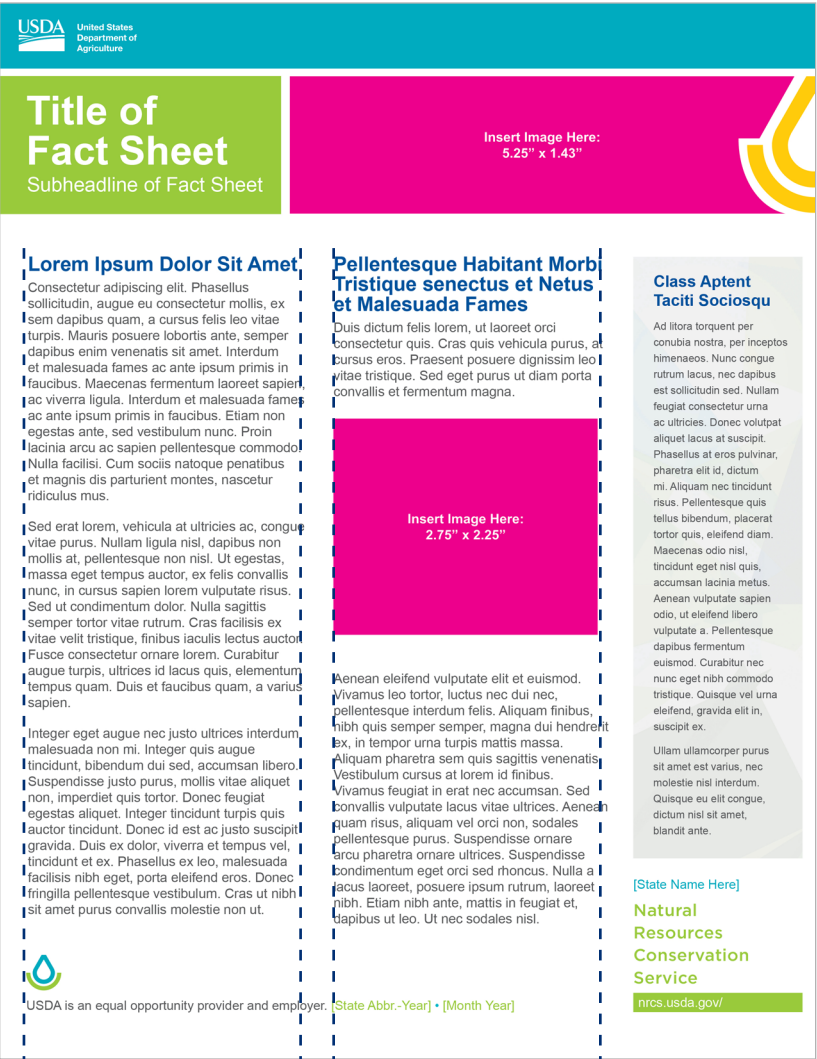
Single Page Fact Sheet
(with font size and graphic areas as shown)

Sidebar: 100-115
Text: 800-815

2-Page Fact Sheet
(with font size and graphic areas as shown)

Sidebar: 100-115
Text: 1100

Single-page fact sheet, standard length title using the primary color palette.



One column width

Two column width

Images can span across one column or two columns. Height is determined by the image.

Two-page fact sheet, standard length title using the primary color palette.



USING BRAND TEMPLATES: TRI-FOLD BROCHURES

Each tri-fold brochure template is easily editable and available in two options:

- Standard title length
- Long title length

Each template is set up as a grid with clearly defined columns. The template can then be customized further with your choice of images in the predefined areas. Images should stay within the pre defined sizes, however can be moved within the column to align correctly with corresponding text. Image areas can also be deleted if they are not necessary.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Microsoft Word files.

Magenta boxes indicate image areas.

Word count guidance
(approximate with font size and graphic areas as shown)

Long title: 9

Short title: 4-5

Quote/Intro: 34

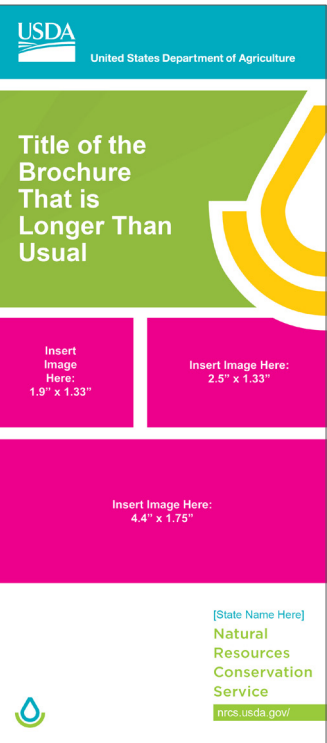
Body text: 600

Brochure Template Options

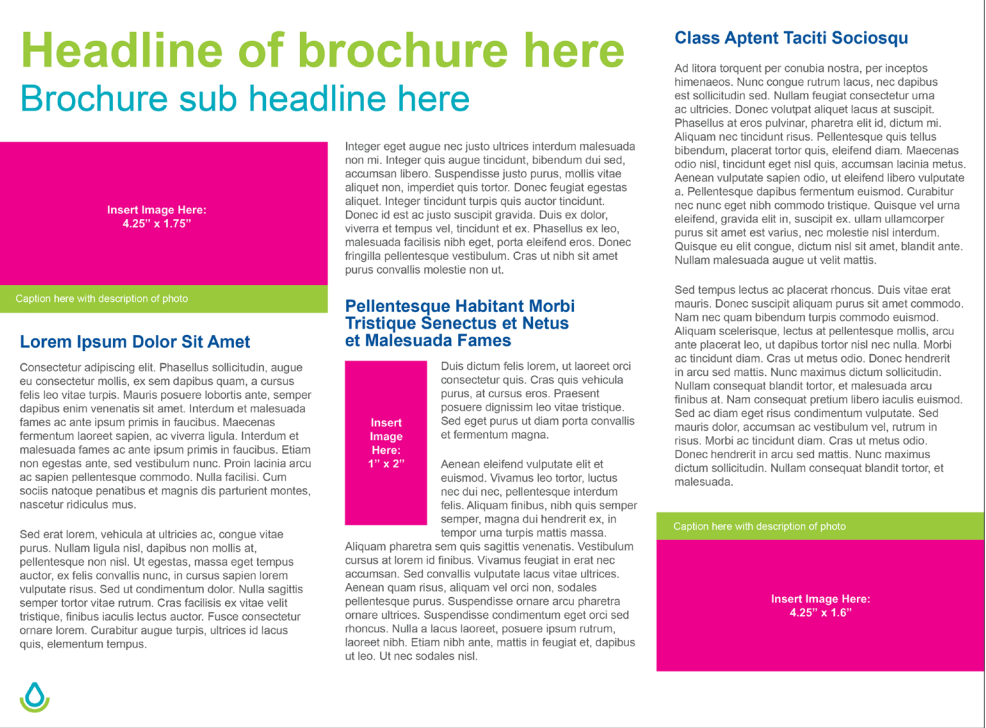
Cover - Standard Length Title



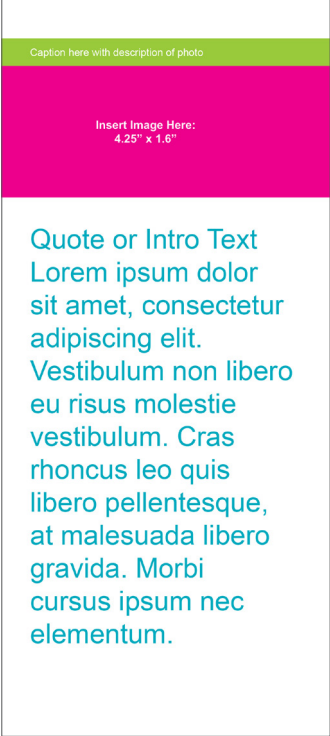
Cover - Long Length Title



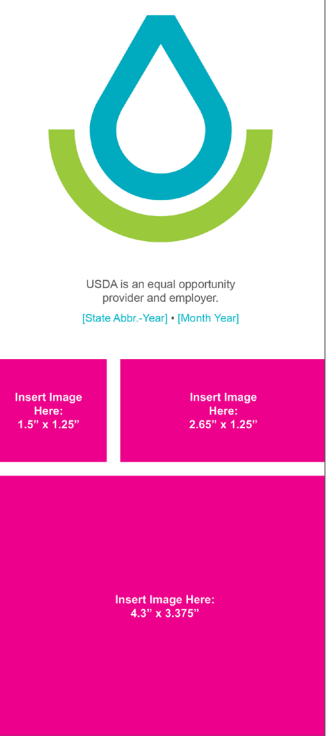
Inside Spread



Fold-in Panel



Back Cover



USING BRAND TEMPLATES: REPORTS

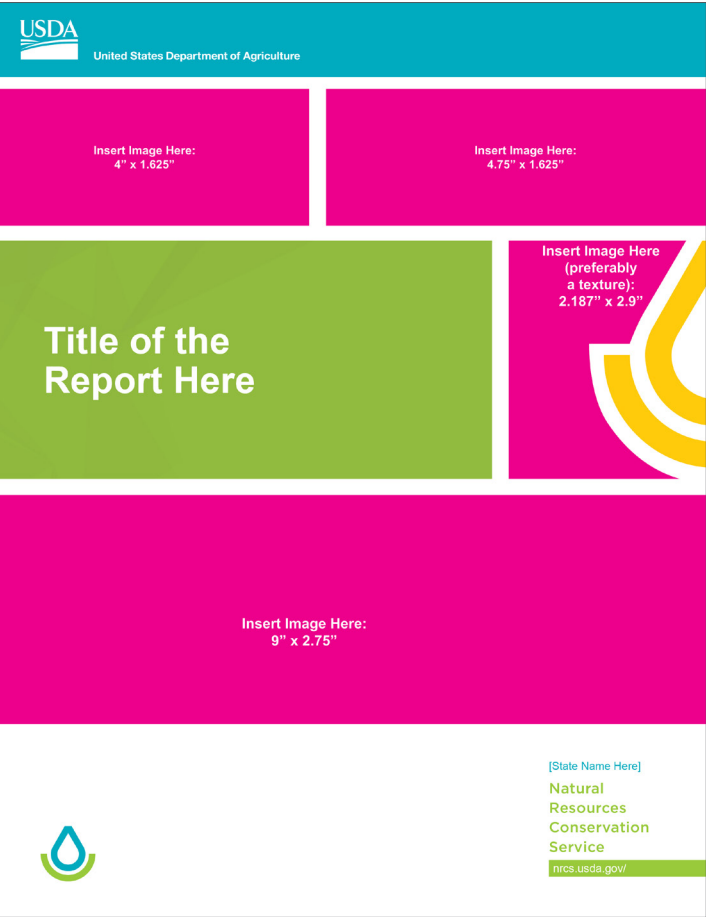
The report template has four page options that include a series of interchangeable elements.

Each template is set up as a grid with clearly defined columns. They can be customized further with your choice of images in the predefined areas. You can also add additional images within the column areas.

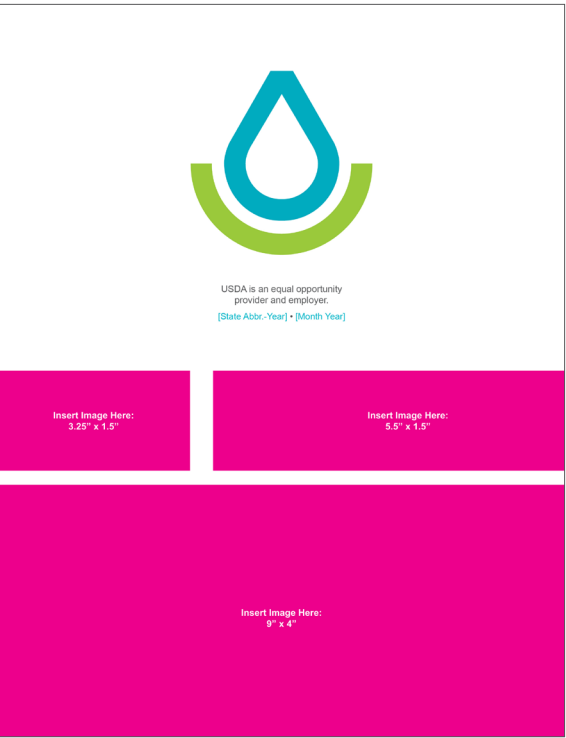
There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Microsoft word files.

Magenta boxes indicate image areas.

Report Cover Template



Various Report Page Templates with Interchangeable Graphic Elements



USING BRAND TEMPLATES: DISPLAY & BANNER

The display and banner options include a standard 10' display backdrop and a pull up banner.

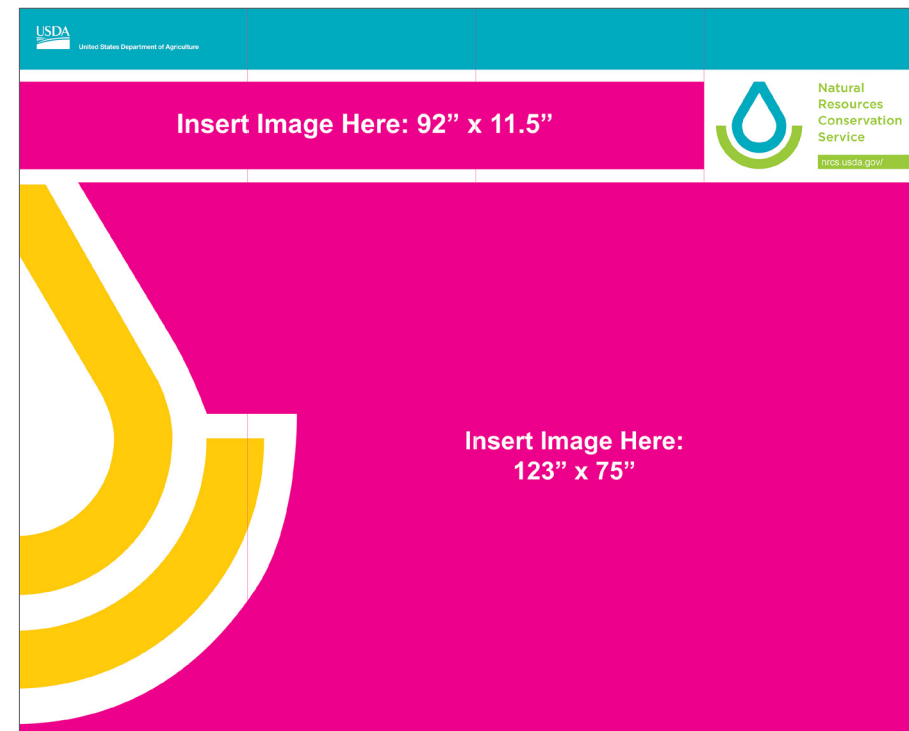
The template can be customized with your choice of images in the predefined areas. Images should stay within the pre defined sizes.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Adobe Illustrator files.

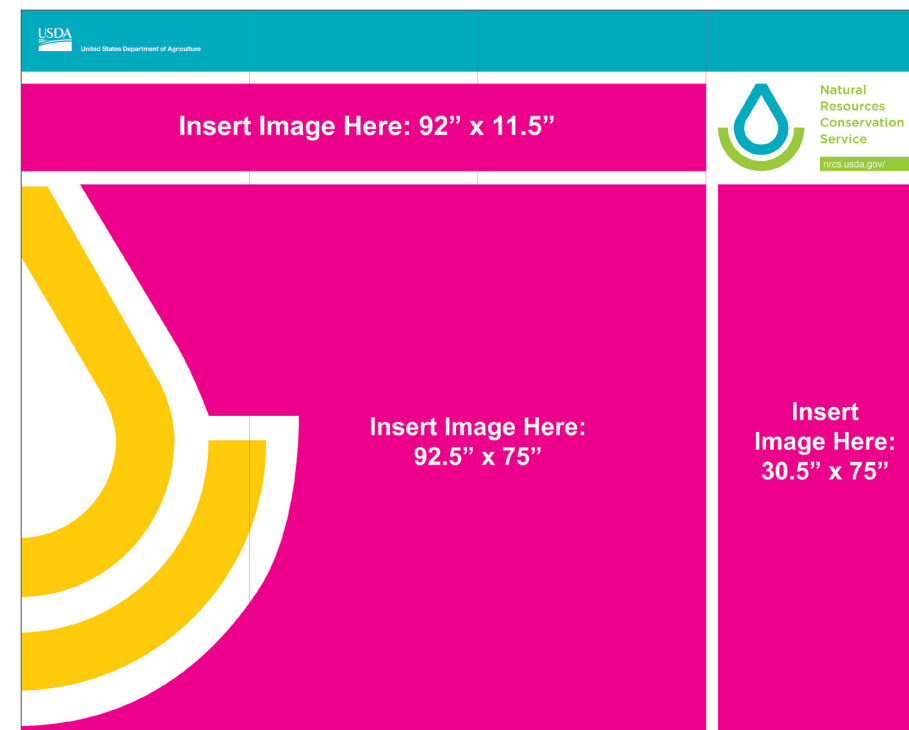
The dimensions of the display and banner templates can be customized according the individual manufacturer specifications.

Magenta boxes indicate image areas.

Standard 10' Booth Display - 2 images



Standard 10' Booth Display - 3 images



Standard Pull-up Banner Display

